

a plurality of [one or more] consumer units each operable [operated] by a consumer and [,] each comprising a display monitor, a memory for storing data to be displayed on the display monitor, a data processing unit connected to the display monitor and the memory and having communication means connectable over a communication medium to at least a coupon server, and a user input device to permit a consumer to make one or more selections from choices displayed on the display monitor; [and]

a coupon server located remotely from the [one or more] consumer units and comprising a memory for storing first data corresponding to one or more participating retail outlets, the first data including data for identifying each of the retail outlets by name and inventory of goods offered for sale, and second data containing coupon data used for generating electronic discount coupons for selected goods, and a data processing unit having communication means connectable over the communication medium to the [at least one] consumer units, the coupon server further comprising [unit;]

first means responsive to a connection with a respective consumer unit to transmit for display on the display monitor of the respective consumer unit a first file containing a list of participating retail outlets which may be individually selected by the consumer using the user input device of the respective consumer unit,

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second means responsive to the selection of one of the [a] retail outlets displayed on the display monitor of the respective consumer unit [outlet] by the consumer to transmit to the respective consumer unit a second file containing first data corresponding to the selected retail outlet for display on the display monitor of the consumer unit, the second file containing a list of the inventory [the identity] of goods offered for sale by the selected retail outlet, and the displayed inventory of goods being individually selectable by the consumer using the user input device, and

third means responsive to the selection of one or more items of goods by the consumer to transmit a third file for display on the display monitor of the respective consumer unit containing [second] data corresponding to the selected goods, the third file containing electronic coupons corresponding to one or more of the selected goods.

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9. (Amended) A coupon distribution system according to claim 1; wherein the first data corresponding to the plurality of participating retail outlets stored in the memory of the coupon server further comprises data representative of the physical layout of the participating retail outlets indicating the aisle location of the goods offered for sale.

10. (Amended) A coupon distribution system according to claim 9; wherein the coupon server further comprises fifth means responsive to the selection of one or more items of goods by the consumer to transmit a fifth file for display on the display monitor of the consumer unit containing data identifying the aisle location in the selected retail outlet of the goods selected by the consumer.

Kindly add the following new claims 14-26:

14. A method for the distribution of coupons over a network, comprising the steps of:

providing a plurality of consumer units each operable by a consumer and each comprising a display monitor, a memory for storing data to be displayed on the display monitor, a data processing unit connected to the display monitor and the memory and having communication means connectable over a communication medium to at least a coupon server, and a user input device to permit a consumer to make one or more selections from choices displayed on the display monitor;

providing a coupon server located remotely from the consumer units and comprising a memory for storing first data corresponding to one or more participating retail outlets, the first data including data for identifying each of the retail

outlets by name and inventory of goods offered for sale, including data representative of the physical layout of the participating retail outlets indicating the aisle location in the respective retail outlets of the goods offered for sale, and second data containing coupon data used for generating electronic discount coupons for selected goods, and a data processing unit having communication means connectable over the communication medium to the consumer units;

using a respective consumer unit to establish a connection with the coupon server over the communication medium;

in response to the connection between the respective consumer unit and the coupon server, transmitting from the coupon server to the respective consumer unit a first file containing a list of participating retail outlets which may be individually selected by the consumer using the user input device of the respective consumer unit;

displaying on the display monitor of the respective consumer unit the list of participating retail outlets contained in the first file;

in response to the selection of one of the retail outlets displayed on the display monitor of the respective consumer unit by the consumer using the user input device, transmitting from the coupon server to the respective consumer

unit a second file containing data corresponding to the selected retail outlet and containing a list of the inventory of goods offered for sale by the selected retail outlet, the inventory of goods being individually selectable by the consumer using the user input device;

displaying on the display monitor of the respective consumer unit the list of the inventory of goods offered for sale by the selected retail outlet contained in the second file so that the consumer may select one or more items of displayed goods using the user input device; and

in response to the selection of one or more items of goods by the consumer using the user input device, using the coupon server to transmit a third file to the respective consumer unit containing data corresponding to the selected goods, the third file containing electronic coupons corresponding to one or more of the selected goods and further including data identifying the aisle location in the selected retail outlet of the goods selected by the consumer.

15. A method for the targeted distribution of coupons according to claim 14; further comprising the step of acquiring identifying indicia for identifying the geographical location of the respective consumer unit; and wherein the step of transmitting the first file from the coupon server to the respective consumer unit includes the step of selecting one or

more participating retail outlets in the geographical vicinity of the respective consumer unit, so that retail outlets in the geographical vicinity of the respective consumer unit are displayed on the display monitor of the consumer unit.

16. A method for the targeted distribution of coupons according to claim 15; wherein the communication medium comprises a public telephone network, and the step of acquiring identifying indicia comprises the step of acquiring Caller ID data to identify the geographical location of the consumer unit.

17. A method for the targeted distribution of coupons according to claim 15; wherein the step of acquiring identifying indicia comprises the step of transmitting a file to the respective consumer unit containing a form requesting the consumer to identify the geographical location of the respective consumer unit.

18. A method for the targeted distribution of coupons according to claim 14; further comprising the step of printing using a hardcopy apparatus a hardcopy of electronic coupons transmitted to the respective consumer unit.

19. A method for the targeted distribution of coupons according to claim 18; wherein the hardcopy apparatus comprises a printer connected to the respective consumer unit.

20. A method for the targeted distribution of coupons according to claim 14; further comprising the step of providing a point-of-sale unit in a participating retail outlet, the point-of-sale unit comprising a display monitor, a memory for storing data to be displayed on the display monitor, a data processing unit connected to the display monitor and the memory and having communication means connectable over a communication medium to the coupon server, a user input device to permit a consumer to make one or more selections from choices displayed on the display monitor, and a hardcopy apparatus for producing a hardcopy of electronic coupons.

21. A method for the targeted distribution of coupons according to claim 20; further comprising the steps of locating the coupon server remotely from the point-of-sale unit; transmitting to the point-of-sale unit a file containing a list of the inventory of goods offered for sale by the retail outlet at which the point-of-sale unit is located, the goods being individually selectable by the consumer using the user input device of the point-of-sale unit; and, in response to the selection of one or more items of goods by the consumer using the user input device of the point-of-sale unit, using the coupon server to transmit to the point-of-sale unit a file for display on the display monitor of the point-of-sale unit

containing data corresponding to the goods selected on the point-of-sale unit, including electronic coupons corresponding to one or more of the goods selected on the point-of-sale unit.

22. A method for the targeted distribution of coupons according to claim 14; wherein the file containing data identifying the location of goods contains graphical data for displaying a representation of the physical location of the goods in the selected retail outlet.

23. A method for the targeted distribution of coupons according to claim 14; wherein the one or more consumer units comprise client computers on a network.

24. A method for the targeted distribution of coupons according to claim 14; wherein the coupon server comprises an Internet host computer.

SUBB37 25. A method for the distribution of coupons over a network, comprising the steps of:

using a first computer operated by a consumer to establish a connection with a second computer operated by a coupon distributor over a communication medium;

using the second computer to acquire identifying indicia for identifying the geographical location of the first computer;



in response to the connection between the first and second computers, selecting from a list of participating retail outlets stored in the second computer one or more participating retail outlets in the geographical vicinity of the first computer;

transmitting from the second computer to the first computer a first file containing the selected one or more participating retail outlets, each of which may be individually selected by the consumer using an input device;

displaying on the first computer the list of the one or more selected participating retail outlets contained in the first file;

in response to a selection by the consumer of one of the displayed retail outlets, transmitting from the second computer to the first computer a second file containing data corresponding to the selected retail outlet including a list of the inventory of goods offered for sale by the selected retail outlet and data representative of the physical layout of the selected retail outlet indicating the physical location of the goods offered for sale;

displaying the list of the inventory of goods offered for sale by the selected retail outlet on the first computer such that the displayed inventory of goods are individually selectable by the consumer using the first

computer so that the consumer may enter a shopping list into the first computer by selecting one or more items of goods the consumer intends to purchase at the selected retail outlet; and

in response to the selection of one or more items of goods by the consumer, transmitting from the second computer to the first computer a file containing electronic coupons corresponding to one or more of the selected goods and a file containing data identifying the physical aisle location in the selected retail outlet of the goods selected by the consumer.

26. A method for the distribution of coupons over a network according to claim 25; wherein the communication medium comprises the Internet, the first computer comprises a client computer and the second computer comprises an Internet host computer.

**ADDITIONAL FEES:**

A check in the amount of \$54.00 is enclosed to cover the cost of six additional claims in excess of twenty total. Should the check prove insufficient for any reason or should it be determined that an additional fee is due, authorization is hereby given to charge any such deficiency or additional fee to our Deposit Account No. 01-0268.